## ORDER

Orders

Order / Rev:

100292

Alt Order #: Product Desc: 06809751

NRSC 2012

Estimate:

Flight Dates:

10/02/12 - 10/09/12

Original Date / Rev:

04/13/12 / 09/19/12

Order Type:

**GENERAL** 

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:



Amy McCreary

**BLPHI** 

National

Agency

Name:

Strategic Media Services, Inc.

**Buying Contact:** 

Billing Contact:

3299 K St. NW

Washington, DC 20007

Agency Commission:

15%

Cash

Broadcast EOM/EOC

Advertiser

Name:

National Republican Senatorial Comm

Demographic:

A35+

**Product Codes:** 

PLI2,PLI1

Priority: Revenue Codes: **SELECT PRIORITY CODE** POLITICAL/AGY, PISSUE, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots **Gross Amount** Net Amount 10/01/12 10/09/12 115 \$84,650.00 \$71,952.50 Totals

Start Of Order - End Of Order

Month # Spots Gross Amount Net Amount Rating October 2012 115 \$84,650.00 \$71,952.50 0.00 115 \$84,650.00 \$71,952.50 0.00 Totals

00:05:00

**Account Executives** 

Account Executive

Sales Office Sales Region

Share

Start Date / End Date

Order %

100%

Amy McCreary

Total

**Order Share** \$84,650.00 KSNV 31% 100%

Market

\$273,064.52

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$84,650.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$46,420.97
KTUD	1%	\$2,730.65
KVVU	17%	\$46,420.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,191.94

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
	E 1	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp w	/WagM	6-7a		WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
					M-F 6-7a WakeUp w	/Wagners									
		NEWS													
		Star	t Date I	End Date	<u>Weekdays</u> Sr	ots/Week	<u>Rate</u>	Rating							
	W	eek: 10/0	)1/12	10/07/12	WTF	3	\$700.00	0.0	)						

Print Date: 09/20/12 09:11:14

**KSNV** 

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Order / Rev:

100292

Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809751

Product Desc:

NRSC 2012

Flight Dates:

10/02/12 - 10/09/12

Estimate:

Break Start/End Time l n Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount 10/03/12 10/05/12 M-F 6-7a WakeUp w/WaQM --WTF-:30 \$700.001 0.00 NM \$2,100.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WTF--\$700.00 0.00 E 2 KSNV 10/08/12 10/09/12 M-F 6-7a WakeUp w/WaQM MT~---:30 2 \$700.001 0.00 NM \$1,400.00 M-F 6-7a WakeUp w/Wagners NEWS Rating Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 MT----\$700.00 0.00 E 3 KSNV 10/08/12 10/09/12 **Today Show** 658a-9am MT----:30 \$900.001 0.00 NM CM 4 \$3,600.00 4 **Today Show TODAY SHOW** 2X PER DAY End Date Weekdays Start Date Spots/Week Rate Rating 10/14/12 MT----\$900.00 0.00 Week: 10/08/12 --WTF--KSNV 10/03/12 10/05/12 **Today Show** CM 658a-9am :30 \$900.001 0.00 NM 6 \$5,400.00 **Today Show TODAY SHOW** 2X PER DAY Rate Start Date End Date Weekdays Spots/Week Rating --WTF--Week: 10/01/12 10/07/12 \$900.00 0.00 E 5 KSNV 10/03/12 10/05/12 M-F Today Show II 3rd HBM 9-10a ~-WTF--:30 \$425.001 3 0.00 NM 3 \$1,275.00 M-F Today Show II **TODAY SHOW** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating --WTF--10/07/12 Week: 10/01/12 \$425.00 0.00 E 6 KSNV 10/08/12 10/09/12 M-F Today Show II 3rd HBM 9-10a MT----:30 2 \$425.001 0.00 NM 2 \$850.00 M-F Today Show II **TODAY SHOW** Start Date **End Date** Rating <u>Weekdays</u> Spots/Week <u>Rate</u> 10/14/12 Week: 10/08/12 \$425.00 0.00 KSNV 10/08/12 10/09/12 M-F Today Show III 4th BM \$325.001 0.00 NM 10am-11am MT-----:30 2 \$650.00 Today 4th Hour **TODAY SHOW** Start Date End Date Weekdays Spots/Week Rate Rating 10/14/12 \$325.00 Week: 10/08/12 0.00 KSNV 10/03/12 10/05/12 M-F Today Show III 4th ISM 10am-11am \$325.001 0.00 NM --WTF--:30 3 3 \$975.00 Today 4th Hour **TODAY SHOW** End Date Start Date <u>Weekdays</u> Spots/Week Rate Rating 10/07/12 --WTF--Week: 10/01/12 \$325.00 0.00 KSNV 10/03/12 10/05/12 Rachael Ray CM 11am-12pm --WTF--:30 6 \$325.001 0.00 NM 6 \$1,950.00 Rachael Ray RACHEL Spots/Week Rating Start Date **End Date** Weekdays Rate WTF--Week: 10/01/12 10/07/12 ß \$325.00 0.00 E 10 KSNV 10/08/12 10/09/12 Rachael Ray CM 11am-12pm MT----:30 \$325.001 0.00 NM \$1,300.00 Rachael Ray RACHEL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$325,00 0.00 E 11 KSNV 10/08/12 10/09/12 Noon News CM 12-1230pm :30 \$425.001 0.00 NM MT-----2 \$850.00 Noon News **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT--\$425.00 0.00 E 12 KSNV 10/03/12 10/05/12 Noon News CM 12-1230pm --WTF--:30 \$425.001 0.00 NM 3 \$1,275.00 Noon News **NEWS End Date** Spots/Week Rating Start Date Weekdays 1 4 1 <u>Rate</u> Week; 10/01/12 10/07/12 ~-WTF--\$425.00 0.00 E 13 KSNV 10/03/12 10/05/12 CM 1230-1p --WTF--:30 \$325.001 0.00 NM 3 \$975.00

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**KSNV** 

Order / Rev:

100292

12

Advertiser:

National Republican Senatorial Committee

Alt Order #: Flight Dates:

06809751

10/02/12 - 10/09/12

Product Desc:

NRSC 2012

ational republican denatorial Committe

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount The Agenda 1230pm The Agenda 1230pm **AGENDA** Start Date **End Date** Weekdays Spots/Week Rate Rating -WTF--\$325.00 0.00 Week: 10/01/12 10/07/12 3 E 14 KSNV 10/08/12 10/09/12 The Agenda 1230pm CM 1230-1p MT----:30 \$325,001 0.00 NM 2 \$650.00 The Agenda 1230pm **AGENDA** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$325.00 0.00 E 15 KSNV 10/08/12 10/09/12 The Doctors CM 2pm-3pm MT----:30 2 \$325,001 0.00 NM 2 \$650.00 The Doctors DRS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$325.00 0.00 10/03/12 10/05/12 The Doctors --WTF--:30 3 \$325.001 0.00 NM E 16 KSNV CM 2pm-3pm 3 \$975.00 The Doctors DRS Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> -WTF--Week: 10/01/12 10/07/12 3 \$325.00 0.00 E 17 KSNV 10/03/12 10/05/12 Dr. Phil CM 3-4p --WTF--:30 \$450.001 0.00 NM 6 \$2,700.00 Dr Phil PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WTF---6 \$450.00 0.00 MT----E18 KSNV 10/08/12 10/09/12 Dr. Phil CM 3-4p :30 \$450.001 0.00 NM \$1,800.00 Dr Phil PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$450.00 0.00 E 19 KSNV 10/08/12 10/09/12 News 3 at 4 (1/2 hr) СМ 4-430p MT----:30 \$700.002 0.00 NM 2 \$1,400.00 News 3 at 4 **NEWS** Spots/Week Weekdays Rating Start Date End Date Rate Week: 10/08/12 10/14/12 \$700.00 0.00 E 20 KSNV 10/03/12 10/05/12 News 3 at 4 (1/2 hr) CM 4-430p :30 \$700.002 0.00 NM ~-WTF--3 \$2,100.00 News 3 at 4 **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WTF--\$700.00 0.00 E21 KSNV 10/03/12 10/05/12 News 3 at 430pm CM 430-5pm --WTF--:30 3 \$700.002 0.00 NM \$2,100.00 3 News 3 at 4:30PM **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating --WTF--10/07/12 \$700,00 Week: 10/01/12 0.00 E 22 KSNV 10/08/12 10/09/12 News 3 at 430pm СМ 430-5pm MT----:30 2 \$700.002 0.00 NM 2 \$1,400.00 News 3 at 4:30PM **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$700,00 0.00 E 23 KSNV 10/08/12 10/09/12 M-F Early News CM 5-630p MT----:30 2 \$1,100.002 MM 00.0 2 \$2,200.00 M-F Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----2 \$1,100.00 0.00 E 24 KSNV 10/03/12 10/05/12 M-F Early News CM 5-630p --WTF--:30 3 \$1,100.002 0.00 NM \$3,300.00 3 M-F Early News **NEWS** Spots/Week Rating Start Date **End Date** Weekdays 1 4 1 <u>Rate</u> Week: 10/01/12 10/07/12 --WTF--3 \$1,100.00 0.00 E 25 KSNV 10/03/12 10/05/12 CM 657-730p --WTF--:30 3 \$1,200,002 0.00 NM 3 \$3,600.00

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**KSNV** 

Order / Rev: 100292 Advertiser: National Republican Senatorial Committe

Product Desc:

NRSC 2012

10/02/12 - 10/09/12 Estimate: Flight Dates:

Alt Order #:

06809751

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount M-F Jeopardy M-F Jeopardy JEP Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 10/01/12 10/07/12 --WTF--3 \$1,200.00 0.00 2 \$1,200.002 E 26 KSNV 10/08/12 10/09/12 M-F Jeopardy 657-730p MT----0.00 NM CM ·30 2 \$2,400.00 M-F Jeopardy JEP Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$1,200.00 0.00 E 27 KSNV 10/08/12 10/09/12 M-F Wheel CM 730-758pm :30 2 \$1,200,002 0.00 NM MT----2 \$2,400.00 M-F Wheel of Fortune WHEEL Spots/Week End Date Rating Start Date Weekdays <u>Rate</u> Week: 10/08/12 10/14/12 \$1,200,00 0.00 E 28 KSNV 10/03/12 10/05/12 M-F Wheel CM 730-758pm --WTF--:30 3 \$1,200,002 0.00 NM \$3,600.00 M-F Wheel of Fortune WHEEL Spots/Week Start Date **End Date** Weekdays Rate Rating --WTF--Week: 10/01/12 10/07/12 3 \$1,200.00 0.00 M-F News 3 at Eleven --WTF--E 29 KSNV 10/03/12 10/05/12 CM 11pm-1135pm :30 3 \$1,100.002 0.00 NM 3 \$3,300.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 10/01/12 10/07/12 3 \$1,100.00 0.00 E 30 KSNV 10/08/12 10/09/12 M-F News 3 at Eleven CM 11pm-1135pm MT----:30 2 \$1,100.002 0.00 NM 2 \$2,200.00 M-F News 3 at Eleven **NEWS** End Date Rating Start Date Weekdays Spots/Week Rate 10/14/12 MT----2 \$1,100.00 Week: 10/08/12 0.00 E31 KSNV 10/08/12 10/09/12 The Tonight Show CM 1135p-1237a MT----:30 \$450.002 0.00 NM 2 \$900.00 Tonight Show TON SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 MT----\$450.00 0.00 Week: 10/08/12 E 32 KSNV 10/03/12 10/05/12 The Tonight Show CM 1135p-1237a :30 \$450.002 0.00 NM 3 \$1,350.00 --WTE---Tonight Show TON SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 -WTF--10/07/12 0.00 \$450.00 E 33 KSNV 10/03/12 10/03/12 Wed PR 9-10p 9-10pm :30 1 \$2,200,003 0.00 NM CM --W---\$2,200.00 Wednesday Prime 9-10pm PRIME Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$2,200.00 0.00 E34 KSNV 10/05/12 10/05/12 Fri PR 8-9p CM ----F--:30 \$1,900,003 0.00 NM 8-9pm \$1,900.00 Friday Prime 8-9pm DLINE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----F--\$1,900.00 0.00 E35 KSNV 10/06/12 10/06/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$350.001 0.00 NM \$350.00 News 3 Sunrise SATURDAY **BEWS** Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/01/12 10/07/12 \$350.00 0.00 E36 KSNV 10/06/12 10/06/12 Saturday Today CM 7a-9am ----S-:30 \$600,002 0.00 NM \$600.00 Saturday Today SAT TODAY Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ----5-\$600.00 0.00 E37 KSNV 10/06/12 10/06/12 СМ ----S-\$500.001 9am-930am :30 0.00 NM \$500.00 1

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Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809751

Product Desc:

NRSC 2012

KSNV

Flight Dates:

10/02/12 - 10/09/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type \$	Spots	Amount
			News 3 Today - 3									
NEWS										_		
	art Date	End Date	<u>Weekdays</u> S-	Spots/Week	Rate	Rating						
Week: 10		10/07/12	Weekend Jeopar	dv/M/ha@M	\$500.00 657-8pm	0.00 S-	:30	1	\$325.003	0.00 NM	1	\$30E (
E JO RONV	10/00/	12 10/00/12	WKND Jeop/Wh	•	007-0piii	3-	.30	,	φ323.003	O.OO INIVI	ļ	\$325.0
WH/JE	Р		•									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/07/12	S- Sat PR 10-11p	CM	\$325.00 10-11pm	0.00 S-	:30	1 đ	61,000.003	0,00 NM	4	¢4.000.4
E 38 KONV	10/00/	12 10/00/12	Saturday Prime 1		to-ripin	3-	.30	1 4	1,000.003	O,OO INIVI	1	\$1,000.
PRIME			•	'								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/07/12	Sa-Su News 3 at		\$1,000.00 11pm-1135p	0.00 mS-	:30		31,000.002	0.00 NM	1	\$1,000.
L40 KONV	107007	12 10/00/12	Sa-Su News 3 at		ттрит поор	3-	.50	1 4	51,000.002	O.OO INIVI	ı	<b>Φ1,000</b> .
NEWS												
	art Date	End Date	<u>Weekdays</u> S-	Spots/Week	Rate	Rating				l		
Week: 10		10/07/12	Saturday Night Li	ve CM	\$1,000.00	0.00 2am5-	:30	1 (	31,400.001	0.00 NM	4	<b>#1 400</b>
E41 KONV	10/00/	12 10/00/12	Saturday Night L		1130pm=1.02	zaiii5-	.30	1 4	31,400.001	O.OO INIVI	1	\$1,400.
SNL			<b>,g</b>									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/07/12 12 10/07/12	S- News 3 Sunrise -		\$1,400.00	0.00	.30		#050 004	0.00.104		4020
E 42 KSNV	10/07/	12 10/07/12	News 3 Sunrise -		6a-7a	S	:30	1	\$350.001	0.00 NM	1	\$350
WAKE	UP		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,							ŀ		
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/07/12 12 10/07/12	Cunday Taday	1 CM	\$350.00 7a-8am	0.00	.20		<b>#</b> E00 000	0.00 NN4		<b>#</b> 500
E43 KONV	10/077	12 10/07/12	Sunday Today Sunday Today	CIVI	/ a-oam	5	:30	1	\$500.002	0.00 NM	1	\$500. -
SUN T	ODAY		,									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/07/12	Meet the Press	CM	\$500,00 8a-9am	0.00	:30	1 0	1 200 004	0.00 NM	1	£4.200
E44 KONV	10/0//	12 10/07/12	Meet the Press	CIVI	04-94111	32443	.30	1 4	\$1,300.001	0.00 NM	1	\$1,300
MTP										·		
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/07/12	S News 3 Today W	/knd CM	\$1,300.00 9a-930am	0.00	:30	1	¢500.004	0.00 NIM	4	<b>#500</b>
E 40 NONV	10/07/	12 10/0//12	News 3 Today	KIIG CIVI	3a-330am		.30	ı	\$500.001	0.00 NM	1	\$500
NEWS			•									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10		10/07/12	S Chris Matthews 9	1 2:300M@M	\$500.00 9:30a-10a	0.00	:30		\$500.002	0.00 NM	4	<b>ቀ</b> ደብር
L40 KONV	10/0//	12 10/07/12	Chris Matthews		5.30a-10a	3	.30	1	φ <del>ο</del> υυ.υυ2	0.00 NM	1	\$500
CHRIS												
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10		10/07/12	NFL Football	1 CM	\$500,00	0.00	.20	4 (	10 500 000	0.00 NR4	4	00.500
E4/ KONV	10/0//	12 10/0//12	NFL Football	CIVI	1P-9PM	S	:30	1 3	\$6,500.003	0,00 NM	1	\$6,500
NFL												
	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10		10/07/12	Nove 2 Live in D	1	7-1	0.00			n. 100 202	0.00.111		A4 15-
⊏4ŏ KSNV	10/0//	12 10/07/12	News 3 Live in P News 3 in Prime		7-10pm	9	:30	1 \$	\$1,100.002	0.00 NM	1	\$1,100
POST	GAME N	EWS	, 10,113 O HTT   HILLO									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10		10/07/12	S	1		0.00						
E49 KSNV	10/07/	12 10/07/12		СМ	11pm-1135p	omS	:30	1 :	\$1,000.002	0.00 NM	1	\$1,000

KSNV

Print Date: 09/20/12 09:11:14 Page 6 of 6 Order / Rev: 100292 Advertiser: National Republican Senatorial Committe

NRSC 2012

Product Desc;

Flight Dates: 10/02/12 - 10/09/12 Estimate:

Alt Order #:

06809751

Ln Ch	Start	End	Inventory Code	e Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type \$	Spots	Amount
			Sa-Su News 3 a	t Eleven								
			Sa-Su News 3 a	ıt Eleven								
NEWS												
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	01/12	10/07/12	S	1	\$1,000.00	0.00						
E 50 KSNV	10/03/1	2 10/05/12	Face to Face w/	RaistonCM	630-657pm	~~WTF	:30	2	\$900.001	0.00 NM	2	\$1,800.00
			Face to Face w/	J.Ralston								
FACE												
<u>Sta</u>	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				Į.		
Week: 10/	01/12	10/07/12	WTF	2	\$900.00	0.00						
E 51 KSNV	10/03/1	2 10/04/12	Wake Up Early v	w/Wagn <b>⊛</b> M	430a-5a	WT	:30	1	\$200.001	0.00 NM	1	\$200.00
			Wake Up Early	Wagners								
EARLY	TODAY			ū								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	01/12	10/07/12	WT	1	\$200.00	0.00						
							·			Totals	1 <b>1</b> 5	\$84,650.00